



Australian Government
Austrade



Media Release

Australia opens trade and investment office in New Orleans

October 1, 2007

NEW ORLEANS - Australian Ambassador to the United States, Dennis Richardson, today officially opened the new Gulf Coast District Trade Office of the Australian Trade Commission, located within the World Trade Center of New Orleans.

The Australian Trade Commission (Austrade) is the Australian Government's international business development agency with representation in over 60 countries, including 19 locations across the United States.

The opening attracted a high-profile audience of business and government representatives from both countries, including Mayor Ray Nagin.

Ambassador Richardson said that the new Gulf Coast Trade Office will further extend the Australian Government's ability to promote the growing trade and investment links between Australia and Louisiana.

"This new Trade Office is the first international trade representation by a foreign government to be opened in New Orleans in 30 years and it illustrates the importance the Australian Government places on commercial ties with the Gulf Coast region.

"Australia and the United States have enjoyed a strong trade relationship over many years with Australia now the eighth largest source of foreign direct investment in the United States. The deep and enduring nature of our commercial relationship was given tangible form when both countries agreed on the establishment of the Australia-United States Free Trade Agreement, which came into force on January 1, 2005.

Australian companies have a long track record of trade and investment activity across the Gulf Coast region, with strong capabilities and product offerings in areas such as; oil and gas, infrastructure, construction, building products, and boat building.

Following the devastation of hurricane Katrina, Australian businesses were the most active of any foreign companies in investing in the recovery. Australian businesses had the appropriate capabilities and experience to position themselves quickly to serve the Gulf region.

During the opening the Australian Trade Commission's Los Angeles-based Regional Director for the Americas, Ian Wing, commented that the Commission believed that it was important to have good representation in important regional hubs such as New Orleans, not just in the commercial centers on the East and West Coasts.

"There's a good cultural and business fit between companies from Australia and Louisiana and we see the potential for significant growth in commercial opportunities.

"Like the Gulf Coast, Australia has a long history of dealing with severe weather events. As a consequence we have developed many innovative solutions – from hurricane-resistant construction methods to water management systems – which can be of benefit along the Gulf Coast," Ian Wing said.

"We're very pleased to have appointed Bryan M. Wallace as our District Manager in New Orleans as he brings a deep understanding of the local business community as well as extensive experience in trade development.

"The Gulf Coast District Trade Office in New Orleans provides a good foundation for our ongoing efforts to help promote awareness of Australian capabilities, highlight trade and investment opportunities and to create long-term business partnerships," Mr Wing said.

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